

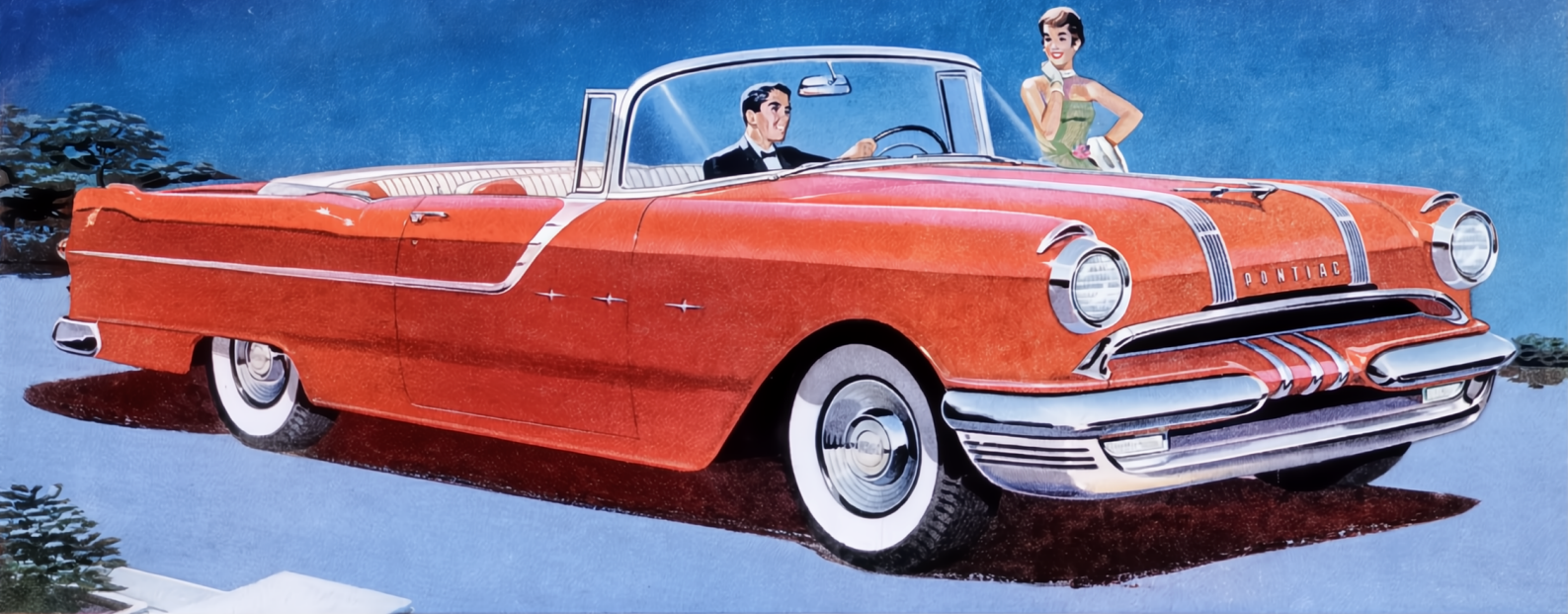
1955

Pontiac

WITH THE 180-HP STRATO-STREAK



Pontiac's flashing STAR CHIEF CONVERTIBLE. Swift, fleeting lines with clean, bold highlights of glittering chrome . . . truly the Star Chief Convertible is America's most refreshing automobile! Shown: Gay Bolero Red exterior with exhilarating red and ivory Morrokide interior.



New, all-new from the ground up!

New Power—New Beauty—New Room—New View

Pontiac again for '55 steps out ahead . . . far ahead with cars entirely new and revolutionary in power and beauty! Cars so dynamic in every phase of design and performance they'll be definitely the car you'll want to own! Here's what makes this all-new Pontiac such a history-making automobile.

Beauty . . . such as you've never seen before! A lower-than-ever, lovelier-than-ever flow of line. A graceful integration of design . . . of body and glass, of silver streak, grille and trim treatment.

Power . . . with the newest, thoroughly pre-tested V-8 in the world! 180 mighty horsepower strong . . . eager to deliver thousands of miles of fun-filled, thrill-filled driving.

View . . . a whole new marvelous panoramic view of the wide open road ahead! All around the new Pontiac you'll see through a vast expanse of glass, sculptured to continue the futuristic body styling.

Ride . . . in every way new and exciting. Complete balance of all items important to ride . . . plus three-inch wider front seats insure complete and relaxing "armchair" comfort!

The newness goes deep in this 1955 Pontiac! A heavier-than-before frame! Bigger front brakes! New steering gear! New cowl-intake ventilation! New 12-volt electrical system! New tubeless tires on all models!

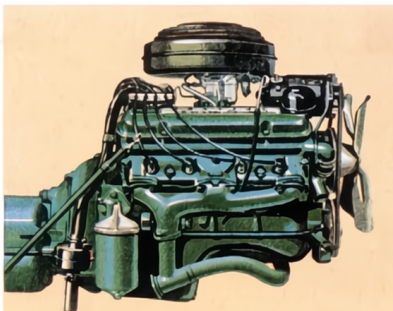
Yes, the newness is there in a tremendous blaze of beauty and performance! But the Pontiac "Idea" remains: To create and build an automobile comparing with America's costliest cars in every important way . . . and to sell that car at just a few dollars above the very lowest-priced.

Truly . . . this idea has never been more beautifully achieved than in the all-new 1955 Pontiac.



Mark this as a great year for Pontiac for along with new power and beauty comes the adoption of the new panoramic windshield. Gracefully swept back to the newly positioned corner pillars, the dramatically styled Safety Plate glass front windshield offers an increase in see-through vision as much as 26%.

NEW IN EVERYTHING BUT PONTIAC'S GREAT NAME!



Pontiac's all-new 180-horsepower Strato-Streak V-8

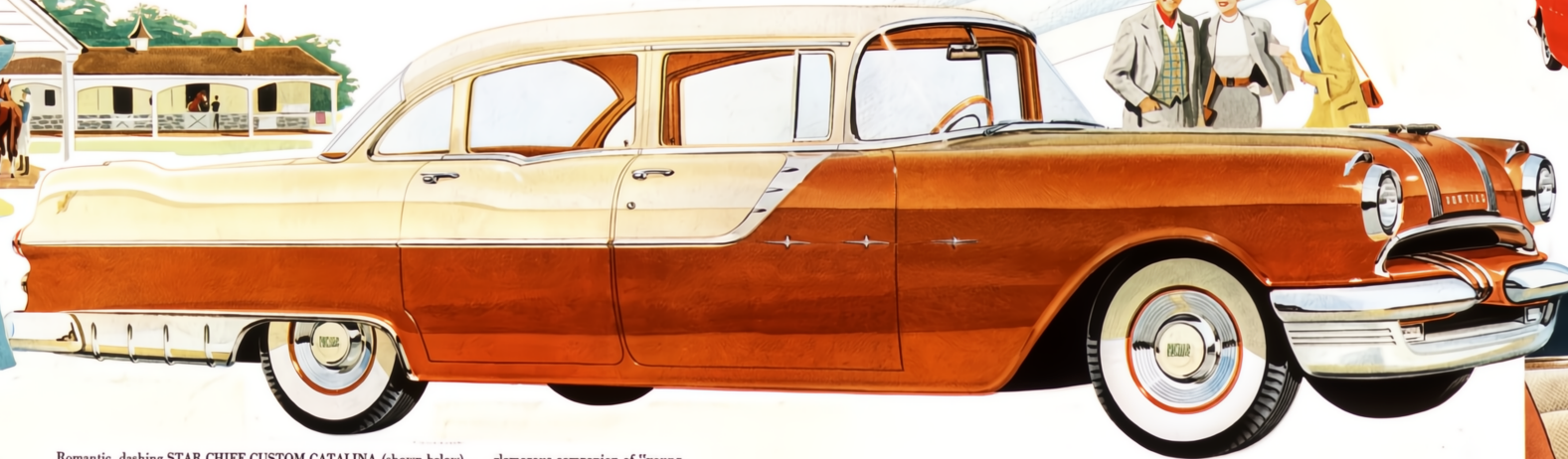
Pontiac's revolutionary new 180-HORSEPOWER STRATO-STREAK V-8 . . . super powered, radically new in design and performance, ready to deliver flashing acceleration, remarkable economy and effortless highway cruising at your slightest whim. Just a nudge of the accelerator and away you go swiftly and surely . . . breezing along, confident of the Strato-Streak's tremendous power and dependability! But the great feeling of security you'll sense when you are piloting America's newest and finest V-8 is not there by accident! After many years of study, experimentation, development . . . more than three million test miles proved every phase of the great new Pontiac Strato-Streak V-8.

THE 1955 PONTIAC STAR CHIEF SERIES

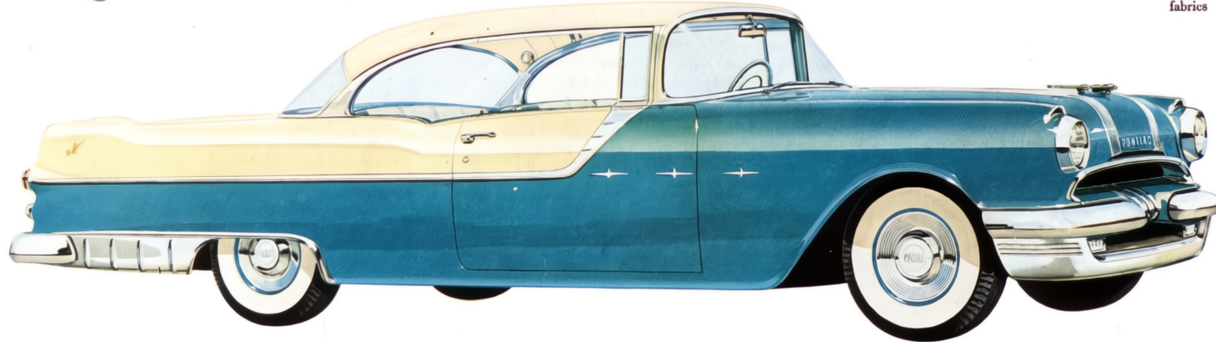
Breath-taking vision of the future in automotive design!



Spectacular STAR CHIEF FOUR-DOOR SEDAN . . . the aristocrat of the great new '55 Pontiacs . . . shown here in radiant Sequoia Green. Perfectly harmonizing blue, grey or green two-tone, nylon-faced fabric and sharkskin cloth interiors blend or contrast magnificently with 36 solid or two-tone exterior colors.



Romantic, dashing STAR CHIEF CUSTOM CATALINA (shown below) . . . glamorous companion of "young-spirited" Americans everywhere. The tasteful handling of interiors (just a hint of their beauty is illustrated at the lower right) is sure to please even the most discriminating. Genuine leather or a combination of beautiful fabric and leather interiors are yours at no extra cost to harmonize with four exterior color choices: two-tone Turquoise Blue—White Mist (shown here) or Firegold—White Mist; solid Turquoise Blue or Firegold.



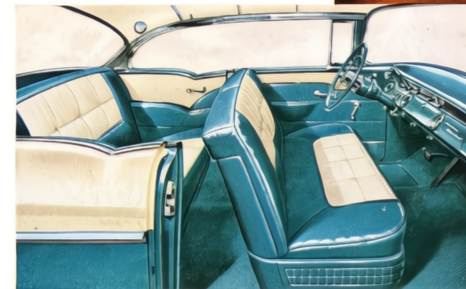
You want a car of pace and action. You want a car with sweep and flair. You don't mind a little bit of envy . . . directed your way by admiring eyes. You will want one of these fabulous 1955 Pontiac Star Chiefs . . . but you may have difficulty in choosing for they all present such a magnificent picture of futuristic styling and beauty! All have the road-hugging weight and stability you

demand for even-keeled cornering and gentle ride. All are masterfully built on 124-inch wheelbases and powered by the thrilling new Strato-Streak V-8. What a combination . . . a *perfect* combination of beauty, luxury, ride and power! Won't you take a drive in one of these thrilling new Pontiac Star Chief models for 1955! It will be a wonderful experience you won't forget!



Bold new STAR CHIEF CONVERTIBLE (described on page 2) is sure to set the style pace across the country. Bolero Red shown here is one of the 36 dramatic solid or two-tone colors available.

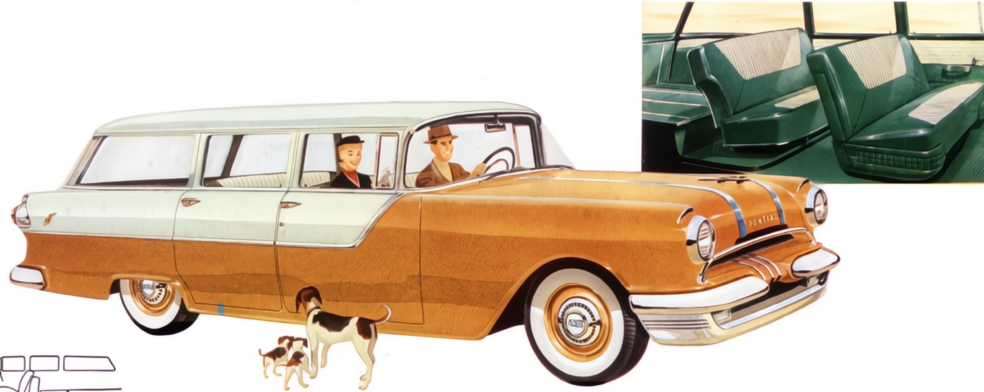
Modern-beyond-tomorrow STAR CHIEF CUSTOM SEDAN . . . the most luxurious, most beautiful member of the 1955 Pontiac line. No finer car and no finer downright value has ever been built to sell at such a modest price. Two-tone Firegold—White Mist (shown), solid Firegold, two-tone Turquoise Blue—White Mist or solid Turquoise Blue . . . colors available on this model. Nylon-faced fabrics and genuine leather combination interiors are beyond comparison.



Step inside the world's most luxurious interiors! Illustrated above: Star Chief Custom Sedan with Firegold nylon-faced fabric, Jacquard fabric panels and genuine leather upholstery. The same fabric and leather combination is available in Turquoise Blue. Illustrated at left: Star Chief Custom Catalina with Turquoise Blue and Ivory genuine leather upholstery. Firegold and Ivory leather also available. Star Chief Catalina may also be had in same fabric and leather combinations as Star Chief Custom Sedan.

THE 1955 PONTIAC CHIEFTAIN 870 SERIES

Sweeps to exciting new heights in style and performance!

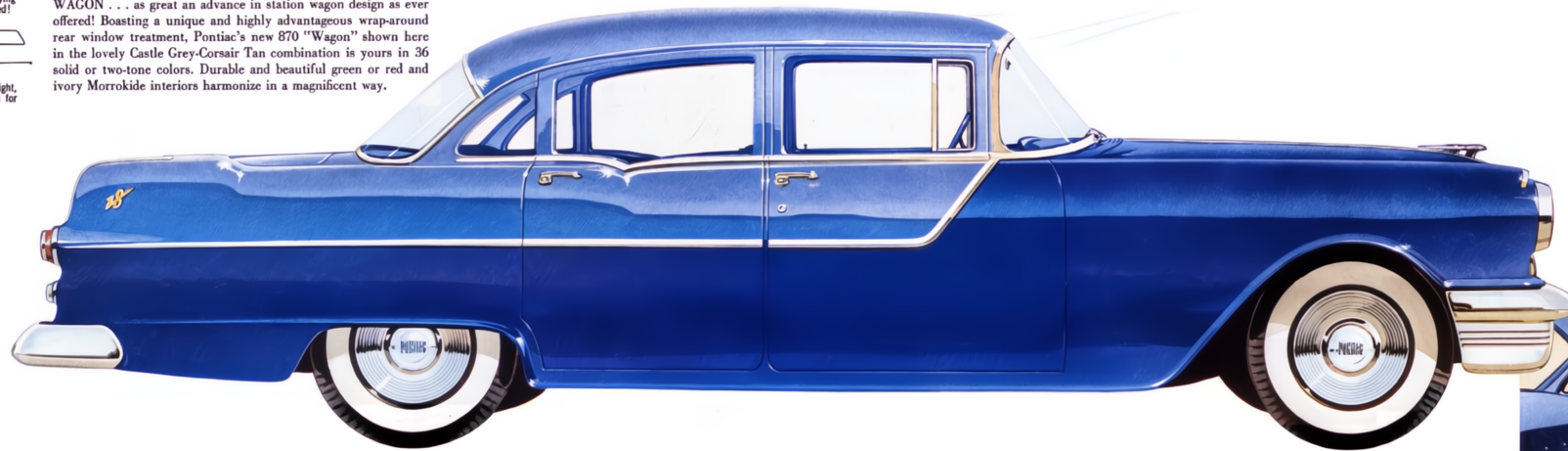


Over 26 sq. ft. for carrying with second seat folded!



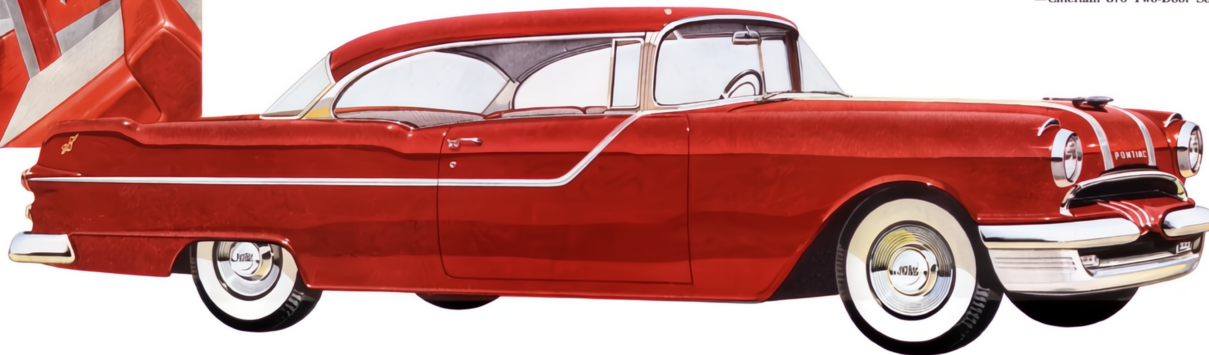
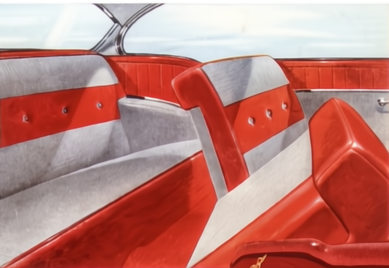
With second seat upright, over 16 sq. ft. remain for carrying.

6-passenger CHIEFTAIN 870 FOUR-DOOR, TWO-SEAT STATION WAGON . . . as great an advance in station wagon design as ever offered! Boasting a unique and highly advantageous wrap-around rear window treatment, Pontiac's new 870 "Wagon" shown here in the lovely Castle Grey-Corsair Tan combination is yours in 36 solid or two-tone colors. Durable and beautiful green or red and ivory Morrokide interiors harmonize in a magnificent way.



Away goes your heart to Pontiac's new CHIEFTAIN 870 CATALINA. Actually, you won't mind losing it to this fun-loving car for it will repay you many fold with thousands of miles of spirit-lifting, pleasurable driving. The interiors are really something to behold . . . and not to be pampered either, for durable, washable Morrokide is combined with nylon-faced fabrics that clean in a jiffy. Red Morrokide and grey cloth; green Morrokide and green cloth; blue Morrokide and blue cloth; black Morrokide and grey cloth are the interiors available along with 36 solid or two-tone exterior colors.

Destined to be America's most popular car . . . CHIEFTAIN 870 FOUR-DOOR SEDAN! Its popularity is virtually guaranteed for here's styling, inside and out, that's sure to be copied! The dark blue cloth and light blue patterned, nylon-faced upholstery option (illustrated at right) is just one of the three sparkling new interiors available in this new Pontiac model. Others are dark green and light green or dark grey and light grey cloth that perfectly blend with the 36 solid or two-tone exterior colors. —Chieftain 870 Two-Door Sedans carry same interiors, exterior options.



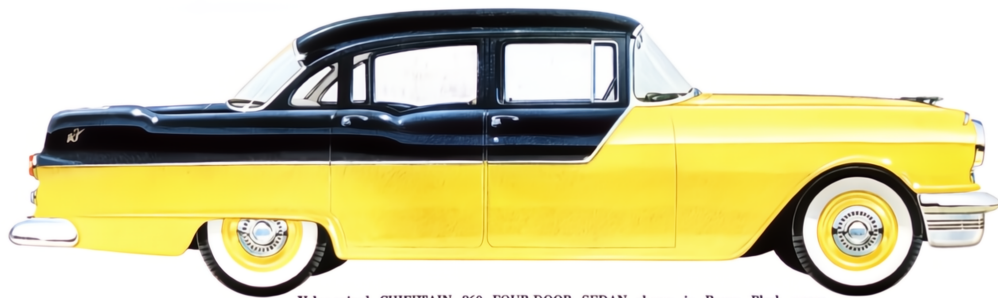
Pontiac's great new CHIEFTAIN 870 TWO-DOOR SEDAN shown here in cool Valley Green; available in thirty-six solid or two-tone colors.



The glamorous beauty of Pontiac Chieftain 860 Two-Door and Four-Door Sedan interiors must be seen to be believed. Such tasteful handling of the novelty-weave fabric and durable Morokide is unique to the low-price field.



Sleek new CHIEFTAIN 860 TWO-DOOR SEDAN illustrated here in Beaumont Blue upper, Marietta Blue lower . . . just one of the thirty-six solid or two-tone color options.



Value-priced CHIEFTAIN 860 FOUR-DOOR SEDAN shown in Raven Black upper, Avalon Yellow lower. Choose from thirty-six solid or two-tone color options.

THE 1955 PONTIAC CHIEFTAIN 860 SERIES

Splendor and power never before known to the low-priced field!

Here is Pontiac's "challenge" line for 1955 . . . the exciting Chieftain 860 Series . . . loaded with remarkable new looks, luxury and power . . . and priced just above the "low-priced three." For the few extra dollars you pay for one of these handsome new models, look what you get! Extra-long, 122-inch comfort-assuring wheelbase! Fine-car length, breadth, sweep and silver streak style. The brand-new surge of the mighty 180-horsepower Strato-Streak V-8 engine! The warm, friendly feeling of confidence you'll develop for the day-in, day-out dependability you receive! What's more, that little extra you invest comes back . . . with interest . . . next time you trade. Undoubtedly when you do trade it'll be on another full-value 860 Series Pontiac.



Brown and tan simulated leather upholstery and harmonizing trim blend dramatically with the full choice of 36 solid or two-tone exterior colors. Chieftain 860 Four-Door, Three-Seat Station Wagon boasts over 7 sq. ft. of carrying space with 3 seats in position, over 17 sq. ft. with rear seat removed and over 31 sq. ft. with both rear seats removed. The carrying space of the Pontiac 860 Two-Door Station Wagon is the same as that of the 870 Station Wagon.



Versatile CHIEFTAIN 860 TWO-DOOR STATION WAGON in beautiful Nautilus Blue. This is just one of the thirty-six solid or two-tone exterior colors available.

Pontiac's All-New 180-HP Strato-Streak V8 Engine

on the road and in the laboratory, pre-proved in over 3 million test miles!

After its first million miles, Pontiac engineers knew they had something terrific in the Strato-Streak . . . the kind of performer the Pontiac V-8 had to be! Then came the second million miles with continued modifications, adjustments, additions and revisions. Back again went the Strato-Streak V-8 for the third million miles on grueling test tracks and dynamometers to prove that the great new engine had the power, economy and, most of all, dependability the public has grown to expect from Pontiac!

Finally, after years of testing and developing, the Pontiac Strato-Streak V-8 was ready for you . . . ready to deliver the greatest driving pleasure you've ever known . . . ready and eager to give you flashing performance at the touch of your toe.

Here are just a few of the many great new Pontiac-engineered advancements built into this remarkable Strato-Streak V-8 engine! Revolutionary new hall-pivot rocker arms that provide longer engine life and greater efficiency! New quad-gallery engine lubrication system which positively lubricates every bearing part! Pressure-suction crankcase ventilation that completely aerates every corner of the engine! Entirely new reverse-flow, gusher valve cooling that greatly lowers engine heat and increases durability and performance! It's these advancements, coupled with the new 12-volt electrical system and many other new engineering ideas, that make the Pontiac Strato-Streak V-8 the newest, highly dependable V-8 ever built . . . truly a remarkable performer!

It took Pontiac engineers a great deal of time and energy to make the Strato-Streak V-8 engine the tremendous performer that it is! It'll take you just a few minutes behind the wheel of any of the dynamic new models to prove every bit of what we're saying. Won't you drive a '55 Pontiac soon?



Pontiac's new wedge-shaped combustion chamber with 8.0:1 compression ratio squeezes tremendous power out of every gallon of gas. And because the chamber is completely machined and includes a large quench area, you are assured of a smoother, quieter power flow.

HOW AUTOMATIC WOULD YOU LIKE YOUR NEW PONTIAC?



POWER STEERING* automatically relieves you of up to 80% of the effort necessary to make fast, hard turns, to pull into tight parking spots. What's more, cushions road shocks, makes driving more pleasurable.

PONTIAC POWER BRAKES* are improved for 1955 . . . retain power braking assist for a longer period after engine stops. Just the slightest effort on your part brings your new Pontiac to a quick, sure, safe stop.

DUAL-RANGE HYDRA-MATIC* . . . America's most efficient, economical automatic transmission. Improved for '55, Hydra-Matic provides means for greater acceleration, smoother performance, more durability.



COMFORT CONTROL SEAT* automatically controls all vertical moving windows of your new Pontiac. Driver can control all windows while passengers can easily adjust window height* by individual controls located below windows.

ELECTRIC WINDOW LIFTS* automatically control all vertical moving windows of your new Pontiac. Driver can control all windows while passengers can easily adjust window height* by individual controls located below windows.

AIR CONDITIONING* delivers refreshing, cooled air into the driving compartment with a simple adjustment of the new controls. Entire system is located in engine compartment, leaving trunk free for carrying!

*Optional Equipment.



Here it is . . . America's newest, thoroughly tested V-8 engine . . . the great new flashing Pontiac Strato-Streak V-8! Ready to take you wherever you may wish in a quick, sure flow of seemingly effortless power.

SPECIFICATIONS

For the year's most exciting buy!

STRATO-STREAK V-8 ENGINE is a 90° V-block, eight-cylinder engine of the valve-in-head design. With the standard compression ratio of 8.0 to 1, maximum brake horsepower is 180 at 4600 rpm and maximum torque is 264 lbs. ft. at 2400 rpm. Bore and stroke, 3.75 inches by 3.25 inches. Displacement, 287.2 cubic inches. Completely counterbalanced crankshaft with counterweights ideally distributed for uniform bearing loads. Five overlapping main bearings. Oil seals both front and rear. Tin-plated aluminum pistons to reduce scuffing and wear. Tapered valve guides for ideal, non-stick operation and valve seating. Chain-driven camshaft supported by five bushings. Rubber engine cushioning. Pressure-Suction Crankcase Ventilation to ventilate the entire engine with a complete, ideal-flow, ventilating pattern. A low-compression engine is available for use with standard fuel as optional equipment with Synchronesh transmission.

ENGINE LUBRICATION: Full-Pressure Quad-Gallery Lubricating System for adequate bearing lubrication at all times, ample lubrication to all engine parts. Helical gear type oil pump. Oil refill capacity (less filter), five quarts. Full-flow oil filter, accessory.

FUEL SYSTEM: Dual-type multiple-venturi downdraft carburetors. Fuel pump with vacuum booster. Heavy-

duty oil-bath air cleaner and silencer, accessory. Balanced-intake manifold with pre-heat chamber for extra quick warm-up, efficient use of fuel. Automatic choke. Twenty-gallon fuel tank, except station wagons. 18-gallon fuel tank in station wagons.

COOLING SYSTEM: Reverse-Flow Gusher-Valve Cooling. Water distributing tubes in cylinder heads. Centrifugal water pump. Thermostatic control of water circulation. Water around all cylinders. Full-length water jackets. Four-bladed fan of 19-inch diameter, except in cars equipped with Air Conditioning. Coolant capacity: 24 quarts without heater; with underseat heater, 26 quarts.

ELECTRICAL SYSTEM: 12-volt, 9-plate battery with corrosion-resistant retainer. Twenty-five ampere generator. Current and voltage regulator. Centrifugal, vacuumatic spark control. Spark plug make and model: AC 44-5. Key-Quick Automatic Starting.

CHASSIS: Rugged Tru-X Frame with four-way cantilever construction. Wheelbase: Star Chief—124 inches; Chieftain—122 inches. Independent front coil springs. Vertical king pins. Front stabilizer bar. Hydraulic shock absorbers, front and rear. Long, leaf-type, parallel rear springs with controlled-friction inserts and rubber bushings. Recirculating ball steering gear. Over-all steering ratio: 25 to 1.

Hotchkiss Power-Cushion Drive, Hypoid rear axle. Multiple-sealed 12-inch front brakes; 11-inch rear brakes. Independent Easy-Pull Hand Brake operates on rear wheels. Synchronesh transmission with easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tubeless tires standard, 7.10 by 15 for wide 5½-inch rims; 7.60 by 15 tires standard on station wagons.

BODY: All-steel Body by Fisher. Key-operated outside front door locks. Push-button inside door locks. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front Ventipanes. Counterbalanced, self-locking trunk lid. Counterbalanced hood. Automatic interior dome lighting, actuated by front doors on Chieftain models and by all doors on Star Chief models. Ash trays and arm rests both front and rear (except no rear arm rests in station wagons). Spring-held tools in trunk to prevent rattling, except station wagons.

DIMENSIONS: Over-all length: Star Chief—210.2 inches; Chieftain—203.2 inches, except station wagons: 202.9 inches. Width: 75.4 inches. Height, with passengers: Four-Door and Two-Door Sedans, 60.5 inches; Convertible Coupe, 59 inches; Catalina, 59.1 inches; Station Wagons, 61 inches.

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